

SUNDAY

9-11	NEW WORLD	
11-1	SUNDAY SUNDAY	
1:00- 1:05	NEWS	
1:05- 4:00	AFTERNOON AT THE OPERA	ROCK
4:00- 6:15	GRAND CONCERT/ MUSICAL PERS.	ROCK
6:15- 6:30	NEWS	
6:30- 6:45	TWATUN	ROCK
6:45- 7:00	MUSICIANS OFF.	
7:00- 9:00	SHOWCASE	
9:00- 9:05	NEWS	
9:05- 11:00	HERITAGE	ROCK
11:00- 11:10	RETROSPECT	
11:10- 11:20	SIZING UP SPORTS	
11:20- 1:00 & ON	DIVERSION	STARDUST

INFORMATION GATHERING SERVICE

Question 8. What type of car would you currently prefer to own
(regardless of what you may presently own or operate)?

	Total		Yale	
	Response	%	Response	%
American Family Sedan	49	3%	1	1%
American Luxury Sedan	76	5%	3	2%
American Sports or "Sporty"	419	28%	29	21%
American Economy Compact	71	5%	6	4%
Foreign Family Sedan	30	2%	2	2%
Foreign Luxury Sedan	44	3%	3	2%
Foreign Sports	673	45%	73	54%
Foreign Economy Compact	82	5%	14	10%
Other	59	4%	5	4%
TOTAL	1503	100%	136	100%

Question 9. Do you presently own or have regular use of a car?

	Total		Yale	
	Response	%	Response	%
Own	271	18%	24	18%
Have Use Of	544	36%	42	31%
Neither	688	46%	70	51%
TOTAL	1503	100%	136	100%

Question 10. What type of car do you own or operate?

	Total		Yale	
	Response	%	Response	%
American Family Sedan	261	17%	18	13%
American Luxury Sedan	77	5%	2	2%
American Sports or "Sporty"	151	10%	13	10%
American Economy Compact	102	7%	8	6%
Foreign Family Sedan	22	1%	3	2%
Foreign Luxury Sedan	5	1%	-	-
Foreign Sports	59	4%	7	5%
Foreign Economy Compact	100	7%	11	8%
Other	38	2%	4	3%
TOTAL	815	54%	66	49%

MONDAY

7-9	MORNING SHOW	MORNING SHOW
9-12		
12-2		
2-4	CAROUSEL	ROCK
4:00- 4:05	NEWS	
4:05- 6:00	NEW GENERATION	
6:00- 6:15	NEWS, STOCKS	
6:15- 8:30	AGE OF GRANDEUR	ROCK
8:30- 9:00	TALK OF THE TOWN	
9:00- 9:05	NEWS	
9:05- 11:00	POP	ROCK
11:00- 11:10	RETROSPECT	
11:10- 11:20	SIZING UP SPORTS	
11:20- 1:00	C X R	STARDUST
1:00-	DIVERSION	

INFORMATION GATHERING SERVICE

Question 19. On the average, how many round trips do you make each year between your home and college?

	Total		Yale	
	Response	%	Response	%
1 trip	25	2%	3	2%
2 trips	159	10%	20	15%
3 trips	240	16%	33	24%
4 trips	237	16%	17	13%
5 trips	206	14%	12	9%
6 trips	149	10%	12	9%
7 trips	59	4%	6	4%
8 trips	81	5%	11	8%
9 trips	19	1%	1	1%
10 or more	301	20%	16	12%
None	27	2%	5	4%
TOTAL	1503	100%	136	100%

Question 20. During the current school year, how many vacation trips have you taken to destinations more than 200 miles from either your home or college (exclude trips between home and college mentioned in #19).

	Total		Yale	
	Response	%	Response	%
0 trips	721	48%	66	49%
1 trip	326	22%	31	23%
2 trips	222	15%	17	13%
3 trips	94	6%	10	7%
4 trips	36	2%	4	3%
5 trips	33	2%	2	2%
6 trips	18	1%	-	-
7 trips or more	34	2%	2	2%
No Response	19	1%	4	3%
TOTAL	1503	100%	136	100%

TUESDAY

7-9	MORNING SHOW	MORNING SHOW
9-12		
12-2		
2-4	CAROUSEL	ROCK
4:00- 4:05	NEWS	
4:05- 6:00	NEW GENERATION	
6:00- 6:15	NEWS, STOCKS	
6:15- 8:30	BEGINNINGS OF MUSIC	ROCK
8:30- 9:00	YALE REPORTS	
9:00- 9:05	NEWS	
9:05- 11:00	POP	ROCK
11:00- 11:10	RETROSPECT	
11:10- 11:20	SIZING UP SPORTS	
11:20- 1:00	C X R	STARDUST
1:00-	DIVERSION	

INFORMATION GATHERING SERVICE

Question 16. Approximately how much money do you spend each month on gasoline?

	Total		Yale	
	Response	%	Response	%
Less than \$10	517	34%	57	42%
\$10 - \$20	300	20%	26	19%
\$20 - \$30	91	6%	4	3%
\$30 - \$40	21	1%	3	2%
\$40 - \$50	14	1%	1	1%
Over \$50	8	<1%	-	-
No expenditure	511	34%	43	32%
No Response	41	3%	2	2%
TOTAL	1503	100%	136	100%

Question 17. Approximately how many miles is it from your home to your college?

	Total		Yale	
	Response	%	Response	%
Less than 100 mi.	394	27%	37	27%
100 - 200 mi.	291	19%	23	17%
200 - 500 mi.	383	26%	19	14%
500 - 1000 mi.	155	10%	25	18%
1000 - 1500 mi.	96	6%	14	10%
1500 - 2000 mi.	50	3%	4	3%
2000 - 2500 mi.	23	2%	2	2%
2500 - 3000 mi.	42	3%	4	3%
Over 3000 mi.	66	4%	7	5%
No Response	3	<1%	1	1%
TOTAL	1503	100%	136	100%

Question 18. When you travel between college and your home, what mode of transportation do you generally use?

	Total		Yale	
	Response	%	Response	%
Plane	442	29%	48	35%
Train	151	10%	23	17%
Bus	184	12%	12	9%
Car	704	47%	50	37%
Boat	2	<1%	1	1%
No Response	20	1%	2	2%
TOTAL	1503	100%	136	100%

WEDNESDAY

7-9	MORNING SHOW	MORNING SHOW
9-12		
12-2		
2-4	CAROUSEL	ROCK
4:00- 4:05	NEWS	
4:05- 6:00	NEW GENERATION	
6:00- 6:15	NEWS, STOCKS	
6:15- 8:30	NEW CENTURY	ROCK
8:30- 9:00	FOCUS	
9:00- 9:05	NEWS	
9:05- 11:00	HERITAGE	ROCK
11:00- 11:10	RETROSPECT	
11:10- 11:20	SIZING UP SPORTS	
11:20- 1:00	C X R	STARDUST
1:00*	DIVERSION	

INFORMATION GATHERING SERVICE

Question 46. Approximately how many hours per week day do you spend listening to the radio?

	Total		Yale	
	Response	%	Response	%
Less than 1 hr.	462	31%	64	47%
1 hr.	249	17%	21	15%
2 hrs.	253	17%	20	15%
3 hrs.	115	8%	7	5%
4 hrs.	111	7%	9	7%
5 hrs.	71	5%	5	4%
6 hrs.	50	3%	3	2%
7 or more hrs.	188	12%	6	4%
No Response	4	< 1%	1	1%
TOTAL	1503	100%	136	100%
Mean: 3.3 hrs.				

Question 47. Do you ever use the radio as a background for studying?

	Total		Yale	
	Response	%	Response	%
Regularly	205	14%	17	13%
Occasionally	566	38%	44	32%
Seldom or never	721	47%	74	54%
No Response	11	1%	1	1%
TOTAL	1503	100%	136	100%

Question 48. What type of radio programming do you prefer to listen to?

	Total		Yale	
	Response	%	Response	%
Classical Music	200	13%	21	15%
News and Public Affairs	42	3%	3	2%
Jazz	85	6%	11	8%
"Easy Listening"	256	17%	21	15%
Rock and Roll	721	48%	61	45%
Semi-Classical	36	2%	3	2%
Talk and Discussion	6	< 1%	1	1%
No Preference	137	9%	12	9%
No Response	20	1%	3	2%
TOTAL	1503	100%	136	100%

THURSDAY

7-9	MORNING SHOW	MORNING SHOW
9-12		
12-2		
2-4	CAROUSEL	ROCK
4:00- 4:05	NEWS	
4:05- 6:00	NEW GENERATION	
6:00- 6:15	NEWS, STOCKS	
6:15- 8:30	AGE OF GENIUS	ROCK
8:30- 9:00	PRESSBOX	
9:00- 9:05	NEWS	
9:05- 10:00	BLUEGRASS MUSIC	ROCK
9:30- 11:00	POP	
11:00* 11:10	RETROSPECT	
11:10- 11:20	SIZING UP SPORTS	
11:20- 1:00	C X R	STARDUST
1:00-	DIVERSION	

INFORMATION GATHERING SERVICE

Question 24. Assuming that all services were equally available to you, from whom would you prefer renting a car?

	Total		Yale	
	Response	%	Response	%
Avis	285	19%	29	21%
Budget Rent-A-Car	31	2%	3	2%
Econo-Car	34	2%	3	2%
Hertz	337	22%	29	21%
National	18	1%	-	-
Other	39	3%	3	2%
No Preference	741	50%	65	48%
No Response	18	1%	4	3%
TOTAL	1503	100%	136	100%

Question 25. During this academic year, how many times have you rented a car?

	Total		Yale	
	Response	%	Response	%
0 times	1282	85%	119	86%
1 time	127	8%	9	6%
2 times	23	2%	2	2%
3 times	15	1%	2	2%
4 times	4	<1%	-	-
5 times	2	<1%	-	-
6 times	2	<1%	-	-
7 times	0	0%	-	-
8 or more times	6	<1%	-	-
No Response	42	3%	4	4%
TOTAL	1503	100%	136	100%

Question 25A. From whom did you last rent a car?

	Total		Yale	
	Response	%	Response	%
Avis	75	5%	7	5%
Budget Rent-A-Car	6	<1%	-	-
Econo-Car	17	1%	3	2%
Hertz	61	4%	2	2%
National	3	<1%	-	-
Other	17	1%	-	-
TOTAL	179	12%	13	9%

FRIDAY

7-9	MORNING SHOW	MORNING SHOW
9-12		
12-2		
2-4	NEW GENERATION	
4:00- 4:05	NEWS	
4:05- 6:00	NEW GENERATION	
6:00- 6:15	NEWS, STOCKS	
6:15- 8:30	PROMENADE	ROCK
8:30- 9:00	FORUM	
9:00- 9:05	NEWS	
9:05- 11:00	POP	ROCK
11:00- 11:10	RETROSPECT	
11:10- 11:20	SIZING UP SPORTS	
11:20- 1:00	F X R	STARDUST

INFORMATION GATHERING SERVICE

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SATURDAY

11-1	SATURDAY CAROUSEL	ROCK
1-4	NEW GENERATION	
4-6	NEW GENERATION	
6:00- 6:15	NEWS	
6:15- 9:00	ROOTS AND BRANCHES	
9-	JAZZ BY REQUEST	

INFORMATION GATHERING SERVICE

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(regardless of what you may presently own or operate)?

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